Natale, Francis V. <RBM> 1600

From: Natale, Francis V. <RBM> 1600
To: 1000 - North East Sales Area
Subject: Buffalo 1996 Monarch D.P.C.
Date: Friday, October 27, 1995 1:43PM

To: Don Fitzgerald

Subject: Buffalo 1996 Monarch D.P.C.

Don,

We plan to execute the Monarch D.P.C. program as follows:

- Promotion shipped to retail the third week of Jan., Mar., May, July, Sept. and November.

- 400 Displays (3200 ctns. total) / 50% F.F. menthol 100, 50% F.F. menthol 85 per shipping period.

- 1600 Displays (12800 ctns. total) / 25% split between F.F. 100, Lt. 100, F.F. menthol 100 and Lt. menthol 100 per shipping period.

Thanks,
Fray

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